

# ***ЕКОНОМІЧНА ТЕОРІЯ***

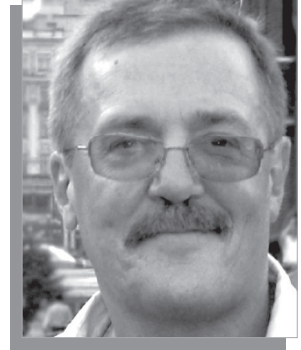
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## **THE SHARING ECONOMY: THEORETICAL FRAMEWORK AND MARKETING PERSPECTIVE<sup>1</sup>**

The paper analyzes the theoretical approaches to the study of the sharing economy that have developed to date, and summarizes the results of theoretical research. The directions and forms of interdisciplinary integration of the sharing economy and marketing are determined both at the level of general conceptual theoretical ideas and at the level of specific marketing practice in the implementation of sharing technologies. The promising directions of theoretical research of the sharing economy and the current tasks of the practice of improving and developing sharing technologies are substantiated.

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**Key words:** sharing economy, collaborative economy, collaborative consumption, peer-to-peer economy, P2P, freelance and gig economy, crowdfunding, crowdsourcing, coworking, cobranding.

**JEL Classification:** O3, B24, B25, B52, Z13.

**Problem setting.** One of the common paradoxes in any science is the situation when in the scientific community some concept is interpreted conventionally, implying its implicit understanding, but in fact it is interpreted differently and used in different contexts.

One of such concepts in the system of economic sciences is the «sharing economy» – an economic model that describes the joint consumption of certain resources by a certain group of economic actors.

The features and difficulties of a theoretically correct definition of the content of the concept of «sharing economy» are determined by its tautology, understood as a proposition that is clearly correct (Williamson, 1991).

Indeed, if we consider any economic phenomenon as an element of the economic system, then it will necessarily carry the characteristics of «sharing» – compatibility and interconnectedness of development in the context of social interactions. And this is obvious, since «economy» did not exist and does not exist outside the social, moral and ethical context of interactions between people as actors in human society (Chambers, 2018).

To this it should be added that the elimination of theoretical uncertainty in the interpretation of the sharing economy is becoming increasingly relevant against the background of its increasingly accelerating growth and the constant expansion of the range of directions and forms of development.

These fundamental characteristics of the sharing economy allowed us to determine our chosen topic as important and relevant.

They formed the general starting point for the entire study and made it possible to determine its goals, logic and structure.

**Analysis of recent research and publications.** The sharing economy, deriving from the term “share,” is an economic model based on the shared use of certain resources by a group of economic actors (individuals and/or their organizations) utilizing technologies such as mobile applications and online platforms. While the practice of using sharing technologies is as old as the general practice of collaborative activities in human society, the modern concept of the sharing economy has only recently emerged and was developed during the 1990s and 2000s.

In the 2000s, theoretical generalizations of the practical experiences with sharing technologies were made, and the theoretical foundations for studying the sharing economy were established in the works of the founders and leading theorists in this

field of economic research, such as Rachel Botsman and Roo Rogers, Arun Sundararajan, Chris Sandström, Juho Hamari, Michael A. Cusumano, Fleura Bardhi and Giana M. Eckhardt, Russell Belk, Jochen Wirtz, Florian Hawlitschek, and V. Kumar.

The works of these authors not only laid the foundation for the formation of a general theoretical basis for the study of the sharing economy but also determined the main range of problems and directions for subsequent research in the field of the sharing economy:

- general problems of developing the theoretical and methodological foundations of the sharing economy (Botsman & Rogers, 2010);
- channels and forms of organizing the provision of services in the sharing economy, and the problem of accessibility (Belk, 2014);
- problems of trust in the sharing economy (Hawlitschek, et al., 2016);
- marketing strategies in the sharing economy (Kumar, et al., 2017; Eckhardt, et al., 2019);
- sharing economy platforms, analysis of directions and forms of implementation of information and communication technology and digital innovation (Cusumano, et al., 2019);
- problems and mechanisms of interaction between the development of the sharing economy, digital platforms, and the labor market (Sundararajan, 2016);
- P2P platforms (Wirtz, et al., 2019).

In addition, sharing technologies occupy a significant place in international business and are one of the most dynamically developing areas in the field of transport logistics and supplies to optimize cargo delivery and reduce logistics costs. Therefore, it was quite natural for a new direction in researching the sharing economy to emerge in the 2000s, focusing on sharing technologies in international business. A major contribution to this field was made by Schor (2011).

In general, research in the sharing economy is aimed at studying the effectiveness and economic profitability of sharing business models, as well as analyzing the factors influencing their success and spread in different regions of the world. In Ukraine, as in other countries, research in this area is carried out in academic and scientific circles, as well as in business and consulting.

However, it should be emphasized that at present, a significant part of the aspects of the theory and practice of the sharing economy still remains uncertain and is a subject of debate.

**Paper objective.** The main objectives of the study are:

- generalization of the results of theoretical studies of the sharing economy;
- determining the directions and forms of interdisciplinary integration of the sharing economy and marketing;

– justification of promising directions for theoretical research of the sharing economy and current tasks of practice in improving and developing sharing technologies.

First, we will analyze and summarize the theoretical approaches to the study of the sharing economy that have developed to date.

Then we will determine the content and mechanisms of interaction between the sharing economy and marketing: both at the level of general conceptual theoretical ideas, and at the level of specific marketing practices in the implementation of sharing technologies.

After this, we will summarize the results obtained and, on the basis of this, we will determine the key directions for further research on the sharing economy, and also outline some promising tasks for the development and improvement of sharing technologies in Ukraine.

### **The main material presentation**

**1. Contents and directions of research on the sharing economy.** The tautology of the concept of «sharing economy» explains the abundance of its definitions in modern scientific literature, as well as the wide range of interpretations of the substantive characteristics of this concept. Focusing their attention on one or another characteristic of the sharing economy, scientists offer definitions that differ in form but are so similar in content that, in fact, they are synonyms (Miller & Krishna, 2022): Collaborative Economy / Collaborative Consumption; Peer-to-Peer Economy; Freelancing / Gig Economy; Crowdfunding / Crowdsourcing; Coworking / Cobranding. At the same time, despite the external differences in definitions, almost all researchers agree on what exactly are the key characteristics of the sharing economy.

The sharing economy is a system of sharing or renting resources between individuals and businesses through online platforms. It is an economic system where individuals and companies share access to goods and services, typically through online platforms. Examples of sharing economy services include ride sharing, home rentals, car sharing, and peer-to-peer financing.

The sharing economy can offer economic, environmental, and social benefits. For example, it can reduce the cost of accessing goods and services, increase access to these goods and services, create new jobs, and reduce the environmental impact of consumption.

At the same time, the sharing economy can present certain risks, such as the potential for fraud or theft, a lack of regulation, and a lack of accountability on the part of platforms or providers. In addition, there may be issues with security, privacy, and fair compensation for providers.

Sharing economic benefits has positive environmental and social impacts; reduces environmental impact (lower relative energy consumption leads to lower

emissions); leads to efficient use of physical assets; and facilitates new social contacts. Collaboration can create innovation, jobs, and communities; sharing can bring people together, stimulate social cohesion in neighborhoods, and promote a circular economy.

Researchers from PwC, in one of the most authoritative studies of the sharing economy currently available (Osztoivits A., et al., 2023), identify the following areas of economic activity most affected by sharing:

- Mobility industry;
- Retail and consumer goods;
- Tourism and hotel industry;
- Entertainment, multimedia, and telecommunications;
- Financial sector;
- Energy sector;
- Human resources sector;
- Peripheral areas of the sharing economy.

The authors of the study note that although there is no generally accepted, standard definition of the sharing economy, a definition can be proposed based on its main features and characteristics. In their opinion, such characteristics are that in the sharing economy, users:

- share with each other;
- their idle capacities and resources (e.g., fixed assets, services, money);
- on demand (as and when the consumer's need arises);
- usually through an IT platform;
- based on trust, paying special attention to personal interaction and community experience;
- with an eye toward sustainability.

The consequences and results of the development of the sharing economy are regulatory, social, economic, and political, among which the most significant are the following (Osztoivits A., et al., 2023):

- Social and economic changes that have significantly contributed to the rapid spread of the sharing economy model;
- The spread of advanced digital platforms and devices;
- The desire to use material resources more efficiently, economic rationality;
- New consumer needs – closer cooperation and changing attitudes towards property, more environmentally friendly consumption choices;
- Social changes – globalization and urbanization.

Along with these factors, one of the main reasons for the success of sharing economy companies, they emphasize, is a significant cost advantage, which

is a result of economies of scale: global players entering the local market have a lower fixed cost ratio for their services than local participants. In addition, their business model allows them to expand very quickly, since entering a new market requires only minimal costs from them.

Sharing economy platforms typically connect individuals or companies with excess capacity with those who need access to it. For example, a ride-sharing service would match drivers with passengers who need a ride.

The main players in the sharing economy are traditional businesses, startups, and individuals. Traditional businesses may offer services such as home rentals or car sharing, while startups are often responsible for creating the platforms that provide the sharing economy services. The end users of these services are individuals who provide or consume them.

A typology of sharing activities allows us to distinguish three types of platforms that connect supply and demand in specific markets, most of which are in the housing market.

- Platforms that facilitate peer-to-peer (P2P) transactions in both sales and rentals (e.g., eBay and Etsy);
- Platforms that facilitate P2P/space sharing services (e.g., Airbnb, Uber, and TaskRabbit);
- Platforms that manage crowdsourcing (e.g., Mechanical Turk, Kickstarter, and AngelList).

Let us define the content of the most common sharing services at present:

- Couchsurfing – non-commercial (free) provision of overnight accommodation or temporary housing to tourists in a family who are members of a certain social movement or voluntary community. This is a hospitality exchange service through which users can request free short-term accommodation in a family or communicate with other people interested in traveling;
- Bikesharing – short-term bicycle rental;
- Carsharing – short-term car rental;
- Peer-to-peer Carsharing – short-term rental of private cars, in which both parties – the car owner (lessor) and the lessee – are individuals;
- Kicksharing – short-term rental of electric scooters;
- Crowdshipping / Crowdsourcing – courier delivery of parcels to customers using non-professional and local courier services, as well as individuals;
- Crowdfunding – joint financing of commercial and non-commercial projects;
- Carpooling / Ridesharing – sharing of private cars, organizing private trips with fellow travelers;
- Coworking – cooperation, team building; sharing office space.

Thus, the sharing economy can currently be defined as a dynamically developing socio-economic model of interaction between actors in the socio-economic system of modern society, based on the mutual exchange of various goods and services and covering most sectors and companies of the modern economy.

**2. Sharing economy and marketing: interdisciplinary integration and interaction practices.** Analyzing the phenomena and processes of integration and the joint, interdependent development of the sharing economy and marketing, we will first examine the general theoretical aspects of these issues, and then consider the characteristics of specific marketing approaches and solutions within the sharing economy.

To date, science has accumulated significant experience in theoretical understanding of the role and place of marketing in modern society, including such an important aspect as clarifying the nature, character and mechanisms of the relationship of marketing with various directions and schools of economic theory – Classical political economy, Keynesianism, the Austrian school (Broeckelmann, 2008), The New Institutional Economics (Iyer, 1997).

These problems are of practical importance and universal, since the effectiveness and efficiency of practical marketing activities of organizations of various types and forms – public and private, commercial and charitable, engaged in the sphere of production or in the sphere of exchange – largely depend on the success of their resolution. In addition, the problems of integrating marketing with other areas of economic science are of considerable theoretical interest, since the marketing practices of organizations can be defined as one of the important sources of development for economic theory. This is explained by the fact that the role of practical marketing is by no means limited to obtaining certain empirical data that confirm or refute a particular theoretical model.

Thus, by identifying real difficulties, problems, and trends in the development of the sharing economy, marketing essentially sets a task for theory to understand them, providing an impetus for the development of theoretical modeling actions. These patterns, in general, align with the overall trends in the development of scientific knowledge.

Developing these ideas, we will first analyze the theoretical views on the nature, character, and mechanisms of the relationship between marketing and economic theory that have formed to date, and then we will attempt to substantiate the priority tasks and specific areas of interdisciplinary integration between marketing and the sharing economy.

An analysis of the views on the nature and character of the relationship between marketing and economic theory available in science suggests the need to systematize and classify them.



We believe that, as a criterion for such classification, it is necessary to define a “general vision” of the role that marketing plays in the life of society. Specifically, this vision will be determined by the answers to two interrelated fundamental questions: (1) What are the content and role of marketing in the economy? and (2) How do theory and practice relate to each other in marketing?

Based on the proposed criterion, the scientific publications known to date can be broadly categorized into two main research approaches. Representatives of the first approach (mainly marketing theorists and practitioners) are united not only by a general idea of the priority of marketing in its relationships with economic theory but also, in a broader sense, by the defense of the idea of the determining role of marketing in the life of society as a whole.

Working within this approach, the authors sometimes refer to general economic concepts as “marketing categories” and, in other instances, explicitly or implicitly attempt to extend specific marketing principles to the entirety of economic science.

Representatives of the second research approach emphasize the practical aspect of marketing, believing that marketing is, first and foremost, a practice that constitutes the most important management subsystem of any modern organization.

Today, this approach is the most widespread and unites both theorists and practitioners from various fields and schools of modern science. Although the views of these researchers differ in many respects, they can still be grouped within one approach because they share a common initial premise. According to these scientists, economic theory is, as its name suggests, precisely theory, while marketing is practice. In some cases, these authors believe that marketing allows theory to “test” its models in real-world conditions. In other cases, marketing itself poses practical questions to theory, demanding scientific explanations for the phenomena and problems it encounters “in the field,” thereby forming the necessary empirical basis for the further development of theory?

Among the works of the representatives of this approach, publications based on the interdisciplinary integration of marketing with the New Institutional Economics (NIE) deserve special attention. The interdisciplinary nature of NIE, its close connection with historical and political sciences, psychology and sociology, legal and business disciplines (including marketing), should be defined as one of the most significant and fundamental characteristics of this entire area of economic science. This is convincingly demonstrated by the works of representatives of institutionalism (Alston, 2008; Kherallah & Kirsten, 2002).

Thus, one of the founders of NIE, Nobel laureate (2009) Oliver Williamson (Williamson et. al, 1991) particularly emphasized the prospects of the approach to



marketing from the point of view of contract theory 'forward' into the sphere of distribution, use of franchising, agents, etc. Iyer (1997) believes that institutional analysis should be considered as an alternative theoretical methodology for comparative research of marketing systems, which has great potential for understanding dynamic marketing systems and for studying their change.

The development of the integration processes of marketing and NIE is due to the fact that marketers increasingly involve in their research the categorical and conceptual apparatus of institutional economics, along with the methodological principles and techniques of institutional analysis. We believe that this is quite adequate to the role attributed to marketing in modern society and the main trends in its evolution. Quite symptomatic in this regard are the significant editorial changes that have recently been made to the definition of marketing and presented on the website of the leading professional marketing organization – the American Marketing Association (AMA). If for a long time the normative definition of marketing emphasized «meeting the needs of individuals and organizations,» starting from 2017 (the current version), the emphasis in the definition of marketing has shifted to the social responsibility of marketing and the institutions of marketing activity: «Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large» (American Marketing Association, 2024).

Theoretical economists working within the NIE framework are increasingly transferring their methods and models to the marketing field. And this, of course, does not contradict but is in complete agreement with the tasks that NIE takes upon itself. Moving towards each other, both marketers and institutionalists increasingly focus their attention on studying the same problems in their work:

- defining markets, analyzing market situations (Milgrom & Roberts, 1992);
- studying consumer behavior models, analyzing buyer-seller relationships (Lesser & Thummuluri, 2000; Sande, 2007);
- developing products, forming and assessing brand value (Arndt, 1981);
- analyzing the effectiveness of marketing distribution channels, substantiating criteria for choosing distribution channels and models (Santarelli, 2003; McNaughton, 1999);
- defining strategy, choosing a system and model for managing marketing activities (Williamson & Ghani, 2011; Ellis, 2006).

The dynamic development of interdisciplinary links between marketing and NIE, in our opinion, is primarily due to the fundamental unity of their initial principles in interpreting the role and place of humans in the economy and their market behavior.

In marketing, the following are commonly considered to be the most important initial conditions for interpreting the consumer (as the central figure of the entire theory and practice of marketing):

- the consumer does not look for specific goods or services on the market, but for means to solve their problems (means to satisfy their needs);
- the consumer's choice is not aimed at a specific product or service, but at the effect they expect to receive as a result of its consumption (the satisfaction of a need is equivalent in its content to solving a specific problem of the consumer);
- the consumer pays money not for goods or services, but for the expected effect of their consumption – in fact, for the promises contained in the seller's offer and for the impression from these promises;
- the consumer always behaves more or less individually and irrationally in their choice.

It is in these characteristics that the objective basis for the justification of the existence of professional marketing activity in society is primarily laid. Conversely, if in the place of the consumer there were not an ordinary person prone to irrational behavior, but an absolutely rational maximizer of their utility function, who does not make mistakes, then, naturally, none of the marketing attempts to influence their choice and behavior would yield any results.

Thus, in contrast to the interpretations of humans accepted in classical and neoclassical economic theory (*homo economicus*, making completely rational decisions aimed at maximizing their personal utility function), in marketing and NIE the characteristics of humans and their behavior find «maximum concreteness.» From the point of view of both NIE and marketing, humans are not robots, consistently and methodically increasing their own consumption, but living individuals whose behavior in the overwhelming majority of cases is extremely irrational from the standpoint of orthodox economics. It is observed that humans are not only subject to irrational expenses (buying, for example, unnecessary and completely redundant items under the influence of advertising or due to fashion or prestige). Additionally, in a number of cases, people are quite consciously capable of sacrificing their own well-being and limiting their personal consumption, guided by such «completely non-economic» concepts as moral values, ideological convictions, etc. Based on these general theoretical principles, we will now focus on the specific features of marketing approaches and solutions in the sharing economy.

Presented in the review study “Marketing in the Sharing Economy” (Eckhardt, et al., 2019), the generalization of the experience of using marketing technologies in the sharing economy provides a comprehensive description of the main achievements and challenges in this area of marketing.

Starting from the main economic basis of the sharing economy, which, according to the authors, is temporary access and sharing of resources that do not become the property of consumers, they conclude that in the sharing economy, almost all components of marketing activity radically change:

- the institutional structure of marketing interactions, including the organization of marketing communications;
- processes and procedures for the implementation of strategic and operational marketing;
- shaping consumer needs and creating value for consumers.

The ensuing task for any national economy is to create the necessary institutional conditions for the positive implementation of these changes while simultaneously neutralizing and blocking their possible destructive consequences. Based on this, we will further identify the most pressing tasks for improving and developing the sharing economy in relation to the national economic system of Ukraine.

### **3. Prospects and challenges for the development of the sharing economy.**

Moving on to the rationale for determining the most relevant and promising areas for both theoretical research into the problems of developing the sharing economy and the practice of using sharing technologies, we will focus on the sharing economy in Ukraine, describing its current state and identifying the prospects for its development. This approach will not only allow us to analyze the theoretical aspects of the problem but will also strengthen the practical aspect of economic analysis.

Sharing businesses differ from traditional models of providing goods and services, as they are based on the collective use of resources and the participation of people in the process of providing services. They often operate on platforms that connect supply and demand, facilitating collaboration and exchange between participants. Such businesses have a number of advantages that make them attractive and promising.

They allow for greater efficiency in the use of resources because they enable the sharing or use of existing assets without owning them at all. This can reduce costs and improve resource efficiency. In addition, sharing platforms provide flexibility and accessibility of services to users. People can easily access the services they need or offer their resources for sharing. This empowers consumers and entrepreneurs. What distinguishes sharing businesses is that they are closely related to technological innovation, as they typically operate on online platforms. The rapid pace of development of technology and the digital economy provides ever-new opportunities and creates a more favorable environment for growth and innovation in this area.

However, it is important to understand that the prospects and dynamism of sharing businesses may differ depending on specific industries and markets. Although the sharing economy in Ukraine has been developing quite dynamically since the 2000s, its development is largely inferior to the scale and growth rates that characterize the sharing economy in developed countries.

An analysis of the structure of the sharing economy in Ukraine indicates that currently, the main market share belongs to leading foreign companies:

- Airbnb (USA): Online platform for renting private housing;
- eBay (USA): Online platform for the purchase and sale of goods, including auction trading. Universal online marketplace;
- Uber (USA): Car transportation of passengers. Taxi aggregator. Transportation of animals, delivery of pizza, food, and drinks to homes;
- Alibaba.com (China): Online platform for buying and selling goods. Universal online marketplace;
- OLX (Netherlands): Online and mobile platform for the purchase and sale of goods and services for consumer and industrial purposes. Universal online marketplace;
- Booking.com (Netherlands): Online hotel booking platform;
- Nextbike (Germany): Short-term bicycle rental;
- CouchSurfing (Germany): Non-profit (free) provision of temporary housing;
- FON (Spain): International association of Wi-Fi networks that provides users with wireless internet access;
- Bolt (Estonia): Car transportation of passengers. Taxi aggregator. Short-term rental of electric scooters.

At the same time, Ukrainian sharing businesses occupy a small market share:

- RENTA.UA: Online platform for renting consumer and industrial goods. Universal online marketplace;
- UFT: Short-term rental of Fast Energy power banks (China);
- Kabanchik: Online and mobile platform for the rapid provision of household services by private individuals;
- RENT A BRAND: Short-term rental of designer dresses;
- Getmancar: Short-term car rental;
- MOBILECAR: Short-term rental of electric vehicles;
- Uklon: Car transportation of passengers. Taxi aggregator.

The development of the sharing economy in Ukraine necessitates identifying the most important and promising research areas in those sectors of the economy that are currently the most promising for the implementation of sharing technologies. First and foremost, this includes transport. It is crucial to analyze the impacts

of services such as carsharing on the Ukrainian transport market, public transport, and the environment; to explore the prospects for the development of such services in Ukraine, and the factors that may limit this development.

Next is real estate. It is important to analyze the possibilities of using sharing services in the real estate sector, such as coworking spaces, apartment hostels, shared offices, and other premises.

The service sector deserves special attention: an analysis of new services and technologies based on the sharing economy that can be developed in Ukraine (for example, services for sharing mobile devices or household appliances).

In the sphere of regulation of the sharing economy, studying the legal and regulatory framework necessary to support the sharing economy in Ukraine is highly relevant. This includes analyzing possible obstacles to the development of the sharing economy and justifying measures to overcome them.

Additionally, it is important to conduct an economic analysis of the economic and social consequences of the sharing economy; to analyze the impact of the sharing economy on economic growth and employment in Ukraine; to study the social consequences and the impact of service accessibility for the population; and to examine the environmental implications.

Sharing business technologies have tremendous potential to accelerate Ukraine's economic development and enhance its competitiveness on the global stage. To overcome existing obstacles and expedite the adoption of sharing technologies in international business, several key steps must be taken.

Firstly, creating a favorable legal and regulatory environment is essential. Enacting laws and regulations that establish clear rules for companies operating in the sharing technology sector will create a stable business climate and attract additional investments.

Secondly, developing digital infrastructure is crucial. This includes building and modernizing communication networks, expanding access to high-speed internet, and creating modern digital platforms.

Supporting startups and innovative projects that use sharing technologies is also necessary. Establishing funds and support programs will provide financing and assistance for the development of these businesses.

Training and retraining personnel play a pivotal role in this process. Developing training programs in areas such as software development, marketing, and finance will enable the workforce to adapt to new market demands.

Finally, raising public awareness about the products and services of sharing companies is an important aspect. Actively promoting these offerings in the mass media will help increase their demand and accessibility to a wider audience.

**Conclusions.** The sharing economy is an economic model for sharing resources by a group of economic actors based on certain technologies, such as mobile applications and online platforms. In the modern sense, the sharing economy was formed between the 1990s and 2000s. The formation of the theory of the sharing economy also dates back to this same period, with contributions from Rachel Botsman & Roo Rogers, Arun Sundararajan, Chris Sandström, Juho Hamari, Michael A. Cusumano, Fleura Bardhi & Giana M. Eckhardt, Russell Belk, Jochen Wirtz, Florian Hawlitschek, and V. Kumar.

Despite the successes achieved in the theoretical study of the sharing economy, many issues related to its development are interpreted ambiguously and are the subject of scientific debate. These include the role of the government in regulating the sharing economy, the importance of technological enterprises in its development, the economic consequences and outcomes of the sharing economy's growth, issues of safety and responsibility, and problems of fairness and equality within the sharing economy.

These problems should be identified as priority areas for further theoretical research into the sharing economy, as well as for finding their adequate applications in economic practice. In addition, the development of sharing technologies should be identified as a promising direction for the socio-economic development of Ukraine and for strengthening its international competitiveness in the global economy. At the same time, the integration of new institutional economics and marketing can be defined as a general basis for solving both theoretical and applied problems of developing the sharing economy.

This integration will allow:

1. At the level of defining the general methodology of economic analysis – to clarify and give specificity to the research categorical-conceptual apparatus (bounded rationality of actors in the sharing economy, information asymmetry in the market of sharing services, transaction costs in the sharing economy, models of market behavior of consumers, etc.);

2. At the level of empirical substantiation of theoretical models – to improve the methodology and techniques for studying market behavior in the sharing economy, including the use of special marketing tools (content analysis, conjoint analysis, convenient sampling studies, etc.);

3. At the level of identifying practical proposals for improving the processes of institutional design and imparting a systemic nature and economic validity to the state's management decisions in the field of the development of the sharing economy – to identify specific approaches to improving formal and informal development institutions as objects of consumption and influence in a marketing



sense, to identify promising directions for strengthening information support for the development of the sharing economy based on the introduction and use of marketing forms and methods of collecting and analyzing primary and secondary information.

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## **ШЕРИНГОВА ЕКОНОМІКА: ТЕОРЕТИЧНИЙ ЗМІСТ І МАРКЕТИНГОВА ІНТЕРПРЕТАЦІЯ**

**Постановка проблеми.** У будь-якій науці досить часто зустрічаються парадоксальні ситуації, коли в науковому співтоваристві якесь поняття трактується конвенційно і передбачається його імпліцитне розуміння, але насправді воно інтерпретується по-різному і вживається в різних контекстах. Одним із таких понять у системі економічних наук є «шерингова економіка» – економічна модель, що описує спільне споживання тих чи інших ресурсів певною групою економічних акторів. Особливості та складності теоретично коректного тлумачення змісту поняття «шерингова економіка» визначаються його тавтологічністю – такою характеристикою, яка в трактуванні Рональда Коуза та Олівера Вільямсона означає універсальну пропозицію, яка є «явно правильною» (proposal that is clearly correct).

Дійсно, адже якщо розглядати будь-який економічний феномен як елемент економічної системи, то він обов'язково нестиме в собі характеристики «шеринговості» – спільності та взаємопов'язаності розвитку в контексті соціальних взаємодій. І це очевидно, оскільки не існувало і не існує економіки поза соціальним, моральним та етичним контекстом взаємодій людей – акторів людського суспільства.

До цього слід додати, що усунення теоретичної невизначеності у трактуванні шерингової економіки актуалізується на тлі її дедалі більшого зростання і постійного розширення спектра напрямів і форм розвитку.

Ці принципові характеристики шерингової економіки дозволили обґрунтувати важливість та актуальність теми. Вони склали загальну відправну основу всього дослідження, дозволили визначити його мету, логіку та структуру.

**Формулювання цілей.** Метою статті є узагальнення результатів теоретичних досліджень шерингової економіки та на основі цього визначення напрямів і форм міждисциплінарної інтеграції шерингової економіки та маркетингу, а також обґрунтування перспективних напрямів теоретичних досліджень шерингової економіки та актуальних завдань практики вдосконалення та розвитку технологій шерингу.

**Аналіз останніх досліджень і публікацій.** У сучасному розумінні шерингова економіка сформувалася у період 1990-х – 2000-х рр. І до цього часу належить формування теорії шерингової економіки в роботах Рейчел Ботсман і Ру Роджерса, Аруна Сундарараджана, Кріса Сандстрьома, Юхо Хамарі, Майкла А. Кусумано, Флери Барді, Рассела Белка, Йохена Вірца, Флоріана Гавлічека, Джани М. Екхардт, В. Кумара. Проте слід наголосити, що й нині значна частина аспектів теорії та практики шерингової економіки все ще залишається невизначеною і має дискусійний характер.

**Виклад основного матеріалу.** Шерингова економіка являє собою економічну модель спільного використання ресурсів групою економічних акторів на основі певних технологій, таких як мобільні програми та онлайн-платформи. Її основними сегментами, що отримали найбільший розвиток і найшвидше зростають, є: коворкінг, однорангова оренда споживчих товарів і однорангове фінансування, онлайн-платформи талантів, оренда на час відпустки та спільне проживання, а також спільне використання медичних послуг і мобільних пристроїв.

**Висновки.** Незважаючи на досягнуті успіхи в теоретичному вивченні шерингової економіки, багато проблем її розвитку трактуються неоднозначно та є об'єктом наукових дискусій. Це і концептуальне визначення самого змісту шерингової економіки, і ціла низка проблем практики використання шерингових технологій. Як загальна база вирішення і теоретичних, і прикладних завдань розвитку шерингової економіки може бути визначена інтеграція нової інституційної економіки та маркетингу.

### Коротка анотація до статті

**Анотація.** У роботі проаналізовано теоретичні підходи до дослідження шерингової економіки, що склалися до цього часу, узагальнено результати теоретичних досліджень. Визначено напрями та форми міждисциплінарної інтеграції шерингової економіки та маркетингу як на рівні загальних концептуальних теоретичних уявлень, так і на рівні конкретної маркетингової практики реалізації шерингових технологій. Обґрунтовано перспективні напрями теоретичних досліджень шерингової економіки та актуальні завдання практики вдосконалення та розвитку технологій шерингу.

**Ключові слова:** шерингова економіка, економіка співпраці, спільне споживання, однорангова економіка, фріланс та гіг-економіка, краудфандинг, краудсорсинг, коворкінг, кобрендинг.

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